

ORDER



Orders Order / Rev: 69347
 Alt Order #: 9856160 /Brad
 Product Desc: Obama for America
 Estimate:
 Flight Dates: 11/01/12 - 11/05/12
 Original Date / Rev: 10/31/12 / 11/08/12
 Order Type: GENERAL

WLYH CW15

Primary AE: Millennium Washington DC
 Sales Office: MNAT
 Sales Region: National

Agency Name: Greer Margolis Mitchell
 Buying Contact:
 Billing Contact:
1010 Wisconsin Ave
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Obama/D/President
 Demographic: A35+
 Product Codes: Presidential Elections
 Priority: P-2
 Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	82	\$17,180.00	\$14,603.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	82	\$17,180.00	\$14,603.00	0.00
Totals	82	\$17,180.00	\$14,603.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WLYH CW15	7%	\$17,180.00
Market	100%	\$245,428.57

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	93%	\$228,248.57
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLYH	11/01/12	11/05/12	Daily Buzz Daily Buzz	CM	7-9a	M- TF -	1:00	2	\$70.00	P-2	0.00	NM	2	\$140.00
N 2	WLYH	11/01/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	M- TF -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 3	WLYH	11/01/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M- TF -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 4	WLYH	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- TF -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 5	WLYH	11/01/12	11/05/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	M- TF -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
N 6	WLYH	11/01/12	11/05/12		CM	1p-2p	M- TF -	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00

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Advertiser: Obama/D/President
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WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1p-2p											
				M-F 1p-2p											
N 7	WLYH	11/01/12	11/05/12	M-F 2p-3p	CM	2p-3p	M- TF--	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
				M-F 2p-3p											
N 8	WLYH	11/01/12	11/05/12	M-F 3p-4p	CM	3p-4p	M- TF--	1:00	2	\$160.00	P-2	0.00	NM	2	\$320.00
				M-F 3p-4p											
N 9	WLYH	11/01/12	11/05/12	M-F 4p-5p	CM	4p-5p	M- TF--	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
				M-F 4p-5p											
N10	WLYH	11/01/12	11/05/12	M-F 5p-6p	CM	5p-6p	M- TF--	1:00	2	\$100.00	P-2	0.00	NM	2	\$200.00
				M-F 5p-6p											
N11	WLYH	11/01/12	11/05/12	M-F 6p-7p	CM	6p-7p	M- TF--	1:00	2	\$110.00	P-2	0.00	NM	2	\$220.00
				M-F 6p-7p											
N12	WLYH	11/01/12	11/05/12	Sa Prime Access Rotato	CM	7p-8p	-----S-	1:00	1	\$160.00	P-2	0.00	NM	1	\$160.00
				Sa 7p-8p											
N13	WLYH	11/01/12	11/05/12	M-F 7-730p	CM	7p-730p	M- TF--	1:00	2	\$550.00	P-2	0.00	NM	1	\$550.00
				M-F 7p-730p											
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
1	WLYH	11/01/12-11/05/12	M-F 7-730p		7p-730p		M- ThF----	1:00	(\$550.00)	0.00	0.00	NM			
			Credited												
			[Credited Spot]												
N14	WLYH	11/01/12	11/05/12	M-F 730p-8p	CM	730p-8p	M- TF--	1:00	4	\$400.00	P-2	0.00	NM	8	\$2,200.00
			M-F 730p-8p												
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
1	WLYH	11/01/12-11/05/12	M-F 730p-8p		730p-8p		M- ThF----	1:00	(\$400.00)	0.00	0.00	NM			
			See MG 14.5,14.6,14.7,14.8												
			[Preempted by NSM]												
3	WLYH	11/01/12-11/05/12	M-F 730p-8p		730p-8p		M- ThF----	1:00	(\$400.00)	0.00	0.00	NM			
			See MG 14.5,14.6,14.7,14.8												
			[Preempted by NSM]												
4	WLYH	11/01/12-11/05/12	M-F 730p-8p		730p-8p		M- ThF----	1:00	(\$400.00)	0.00	0.00	NM			
			See MG 14.9,14.10,14.11												
			[No Avail]												
5	WLYH	11/01/12-11/05/12	M-F 730p-8p		730p-8p		M- ThF----	1:00	\$400.00	0.00	0.00	NM			
			Ⓜ MG for 14.3,24.2,26.1,14.1												
			[MG within Flight]												
6	WLYH	11/01/12-11/05/12	M-F 730p-8p		730p-8p		M- ThF----	1:00	\$400.00	0.00	0.00	NM			
			Ⓜ MG for 14.3,24.2,26.1,14.1												
			[MG within Flight]												
7	WLYH	11/01/12-11/05/12	Sat Reg 1		8p-9p		-----Sa--	1:00	\$300.00	0.00	0.00	NM			
			Ⓜ MG for 14.3,24.2,26.1,14.1												
			[MG within Flight]												
8	WLYH	11/01/12-11/05/12	Sun Reg 2		8p-9p		-----Su	1:00	\$300.00	0.00	0.00	NM			
			Ⓜ MG for 14.3,24.2,26.1,14.1												
			[MG within Flight]												
9	WLYH	11/05/12-11/05/12	M-F 1030p-11p		1030p-11p		M-----	1:00	\$140.00	0.00	0.00	NM			
			Ⓜ MG for 14.4 11/05												
			[MG within Flight]												
10	WLYH	11/01/12-11/05/12	Big East Football		Various		-----Sa--	1:00	\$140.00	0.00	0.00	NM			
			Ⓜ MG for 14.4 11/05												
			[MG within Flight]												
11	WLYH	11/01/12-11/05/12	Sa 6p-7p		6p-7p		-----Sa--	1:00	\$120.00	0.00	0.00	NM			
			Ⓜ MG for 14.4 11/05												
			[MG within Flight]												
N15	WLYH	11/01/12	11/05/12	M-F 10p-1030p News	CM	10p-1030p	M- TF--	1:00	2	\$250.00	P-2	0.00	NM	2	\$500.00
			CBS 21 News on CW 15												
N16	WLYH	11/01/12	11/05/12	M-F 1030p-11p	CM	1030p-11p	M- TF--	1:00	2	\$130.00	P-2	0.00	NM	2	\$260.00
			M-F 1030p-11p												
N17	WLYH	11/01/12	11/05/12		CM	11p-1130p	M- TF--	1:00	2	\$100.00	P-2	0.00	NM	2	\$200.00

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WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 11p-1130p M-F 11p-1130p												
N18	WLYH	11/01/12	11/05/12	M-F 1130p-12a M-F 1130p-12a	CM	1130p-12a	M- TF--	1:00	2	\$100.00	P-2	0.00	NM	2	\$200.00	
N19	WLYH	11/01/12	11/05/12	Sa 1030p-1130p Sa 1030p-1130p	CM	1030p-1130p	-----S-	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00	
N20	WLYH	11/01/12	11/05/12	Sa 1130p-1230a Sa 1130p-1230a	CM	1130p-1230a	-----S-	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00	
N21	WLYH	11/01/12	11/05/12	Su 1030p-11p Su 1030p-11p	CM	1030p-11p	-----S	1:00	1	\$140.00	P-2	0.00	NM	1	\$140.00	
N22	WLYH	11/01/12	11/05/12	Su 11p-1130p Su 11p-1130p	CM	11p-1130p	-----S	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00	
N23	WLYH	11/01/12	11/05/12	Su 1130p-12a Su 1130p-12a	CM	1130p-12a	-----S	1:00	1	\$100.00	P-2	0.00	NM	1	\$100.00	
N24	WLYH	11/01/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	1:00	2	\$300.00	P-2	0.00	NM	1	\$300.00	
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type		
2	WLYH	11/01/12-11/05/12	Sat Reg 1			8p-9p				-----Sa--	1:00	(\$300.00)	0.00	NM		
			See MG 14.5,14.6,14.7,14.8													
			[Preempted by NSM]													
N25	WLYH	11/01/12	11/05/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	1:00	1	\$350.00	P-2	0.00	NM	1	\$350.00	
N26	WLYH	11/01/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	1:00	2	\$300.00	P-2	0.00	NM	1	\$300.00	
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type		
1	WLYH	11/01/12-11/05/12	Sun Reg 2			8p-9p				-----Su	1:00	(\$300.00)	0.00	NM		
			See MG 14.5,14.6,14.7,14.8													
			[Preempted by NSM]													
N27	WLYH	11/01/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	1:00	1	\$270.00	P-2	0.00	NM	1	\$270.00	
N28	WLYH	11/01/12	11/05/12	Big East Football Big East Football	CM	Various	-----S-	1:00	1	\$140.00	P-2	0.00	NM	1	\$140.00	
N29	WLYH	11/02/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	M- -- F--	1:00	2	\$550.00	P-2	0.00	NM	2	\$1,100.00	
N30	WLYH	11/02/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M- -- F--	1:00	1	\$400.00	P-2	0.00	NM	0	\$0.00	
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type		
1	WLYH	11/02/12-11/05/12	M-F 730p-8p			730p-8p				M- -- F--	1:00	(\$400.00)	0.00	NM		
			Credited													
			[Credited Spot]													
N31	WLYH	11/01/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	1:00	1	\$450.00	P-2	0.00	NM	1	\$450.00	
N32	WLYH	11/01/12	11/05/12	Sa Prime Access RotatoCM Sa 7p-8p	CM	7p-8p	-----S-	1:00	1	\$160.00	P-2	0.00	NM	1	\$160.00	
N33	WLYH	11/02/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	M- -- F--	1:00	2	\$250.00	P-2	0.00	NM	1	\$250.00	
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type		
1	WLYH	11/02/12-11/05/12	M-F 10p-1030p News			10p-1030p				M- -- F--	1:00	(\$250.00)	0.00	NM		
			Credited													
			[Credited Spot]													
N34	WLYH	11/01/12	11/05/12	Sa-Su 10p-1030p News CM CBS 21 News on CW 15	CM	10p-1030p	-----SS	1:00	2	\$240.00	P-2	0.00	NM	2	\$480.00	
N35	WLYH	11/01/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	1:00	1	\$800.00	P-2	0.00	NM	1	\$800.00	
N36	WLYH	11/01/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00	

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WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N37	WLYH	11/01/12	11/05/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	1:00	1	\$350.00	P-2	0.00	NM	1	\$350.00
N38	WLYH	11/01/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
N39	WLYH	11/01/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	1:00	1	\$270.00	P-2	0.00	NM	1	\$270.00
N40	WLYH	11/01/12	11/05/12	Big East Football Big East Football	CM	Various	-----S-	1:00	2	\$140.00	P-2	0.00	NM	2	\$280.00
N41	WLYH	11/01/12	11/05/12	Su 1130p-12a Su 1130p-12a	CM	1130p-12a	-----S	1:00	1	\$50.00	P-2	0.00	NM	1	\$50.00
N42	WLYH	11/05/12	11/05/12	M-F 6p-7p M-F 6p-7p	CM	6p-7p	M-----	1:00	3	\$180.00	P-1	0.00	NM	3	\$540.00
N43	WLYH	11/05/12	11/05/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	M-----	1:00	3	\$170.00	P-1	0.00	NM	3	\$510.00
N44	WLYH	11/01/12	11/05/12	Sa-Su 10p-1030p News CM CBS 21 News on CW 15	CM	10p-1030p	-----22	1:00	4	\$350.00	P-1	0.00	NM	4	\$1,400.00
N45	WLYH	11/01/12	11/05/12	Sa 6p-7p Sa 6p-7p	CM	6p-7p	-----S-	1:00	2	\$250.00	P-1	0.00	NM	2	\$500.00
N46	WLYH	11/01/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	1:00	2	\$350.00	P-1	0.00	NM	2	\$700.00
N47	WLYH	11/05/12	11/05/12	Daytime Rotator M-F 8a-5p	CM	9:00 AM-3:00 PM (9:00 AM-3:00 PM)	M-----	1:00	2	\$110.00	P-1	0.00	NM	2	\$220.00
N48	WLYH	11/01/12	11/05/12	Su 6-7p Su 6p-7p	CM	6p-7p	-----S	1:00	1	\$130.00	P-1	0.00	NM	1	\$130.00

Totals 82 \$17,180.00